DATA STRATEGY DISCOVERY: HARNESS THE POWER OF YOUR DATA

Klarrio

STREAMING AHEAD

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WHY YOU NEED A DATA STRATEGY

Data-driven companies are nearly 60% more likely to exceed their revenue goals than firms that don't rely on data, according to Forrester.

But whether you're a Chief Data Officer at a Fortune 500 company or a one-person Data Analytics shop, it's far from easy to make the right data-related decisions to move your organisation forward.

Much depends on the specific challenges you face. There are several issues that can play a role in your decision-making process. Examples include:

• Too much/too little data collected
• Disparate data sources
• Unclear data use cases
• Slow/manual data capture
• Expensive data storage
• Legacy data architectures
• Hefty license fees
• Unscalable processes

A clear data strategy is a roadmap for how to make and execute optimal data choices.

DATA STRATEGY DISCOVERY

Klarrio's Data Strategy Discovery (DSD) is a service that evaluates your organisation's data, data platforms and analytics capabilities, and provide you with informed recommendations on how to better use data to achieve your desired business goals.

As part of the blueprint, we identify and outline alternative ways to analyse your existing data within specific use-case contexts that matter to you.

If appropriate, we also recommend ways to build a data-capture engineering capability that suits your size, market, and existing resources.

Rather than offering a "one-off" solution, we give you a roadmap for productising your data-capture and processing capabilities. The entire process is completed within 4-6 weeks.

APPROACH

We take an engineering-based approach to developing your data strategy.

Our assessment acts like a scoping document to provide you with:

- Details on what specific data you need to achieve your objectives:
    - Short-Term
    - Long-Term

- Recommendations on how to build (or enhance):
    - Data Capture
    - Data Processing Capabilities
    - Legacy System Capabilities

To make the process as easy and cost-effective as possible, Klarrio's DSD includes three distinct steps:
- Define
- Assess
- Recommend

Define
Get a clear picture of where you are today and what you need to achieve moving forward.

Klarrio Data Strategy Discovery

Assess
Review your current capabilities and how you can use them to reach your desired goals.

Recommend
Outline tangible ways to develop productised and scalable data-capture capabilities.

STEP ONE: DEFINE

The first step in the discovery process is to get a clear picture of where you are today and what you need to achieve going forward.

We know your resources are stretched, so we make every effort to minimise the number of interactions we need to get the job done.

We will conduct a few short interviews up-front to identify your specific issues, along with one or two 2-hour workshops with key personnel.

We'll also review any documentation needed to understand your business and strategic objectives.

This step includes answering critical questions such as:

- What are your short- and long-term business objectives?
- What are the roadblocks you face in achieving these objectives?
- What specific data-related problems do you have today?
- What other issues impact your ability to optimise your data goals?
- What data-specific use cases are crucial to your organisation?
- Which use case (or cases) are your priority?

At this stage, we build a foundation for developing a data strategy that's customised for you.

STEP TWO: ASSESS

The next step is to assess your current capabilities and how you can use them to reach your desired goals. We not only report any gaps in your existing resources, but also identify which assets are re-usable and which ones aren't.

In Step Two, we will:

- Identify and profile your existing data sources
- Understand their format and associated schemas
- Assess your current data processes
- Identify and map data-specific skills within your organisation
- Determine your present data-capture (collection) capabilities:
    - Platform/Applications
    - Monolithic/Micro-Service
    - In-House/Outsourced
    - Batch/Real-Time
    - Other specific features
- Determine your data analytics capabilities:
    - Data Processing
    - Algorithms
    - Applications
- Determine your technology infrastructure:
    - Compute/Storage/Network/Security
    - On-Prem/Public/Hybrid Cloud
    - Distributed Computing
    - Other key features
- And finally, assess the potential value of data to fit your identified use case(s)

STEP THREE: RECOMMEND

The final step is where the rubber hits the road. After identifying your strategic objectives, your existing capability set, and any gaps you need to address, we're now ready to provide you with specific recommendations for moving forward.

Step Three gives you tangible ways to develop productised and scalable data-capture and insight capabilities on an optimal technical infrastructure. Our recommendations act as a blueprint for you to build, partner, or buy the capabilities you need to update your system most cost-effectively.

Deliverables in this step include three distinct (but interrelated) outcomes:

- **Data Capture Capabilities:**
    - Future-State Architecture
    - Data-Capture Platform
        - Batch
        - Real-Time
        - Legacy System Migration
    - Portability

- **Data Insight Capabilities:**
    - Conceptual Data Models
    - Potential Approaches:
        - Descriptive
        - Predictive
        - Prescriptive
    - Dashboard/Visualisation Mock-Up

- **Data Productisation & Scalability Capabilities:**
    - Appropriate Cloud Infrastructure
    - Automation Approaches
    - DevOps Frameworks & Architecture

WHY KLARRIO

Klarrio is not a consulting firm. We are a system integration and application-development company that specializes in helping organisations optimise and scale their data processing capabilities. As a result, our approach to strategy formulation is a practical one.

We build from scratch and/or integrate your existing capabilities to develop:

- Batch/real-time data-capture platforms
- Machine learning applications
- Customised software solutions
- Cutting-edge data processing capabilities

We invite you to learn more about how a streamlined approach that's laser-focused on data and your implementation capabilities can help you achieve your data processing and business objectives.

USE CASE SCENARIOS

Example #1: Transport

Problems
- Match supply and demand
- Predict price elasticity
- Optimise profit margins

Approach
- Propose methods and architectures to capture, aggregate, and analyse data from disparate and fragmented sources
- Propose machine learning models to create insight from data
- Match supply and demand

Benefits
- Implementable data strategies to improve efficiency and profitability

USE CASE SCENARIOS

Example #2: Healthcare

Problems
- Most hospital resources are stretched beyond their designed capacities
- Government health expenditures are growing at rates significantly greater than GDP
- A decline in patient care and outcomes

Approach
- Identify the most critical use cases
- Understand the value of relevant data sources
- Outline the hospital's existing data resources and gaps
- Create an architecture for managing and acting upon data in real-time

Benefits
- Implementable data strategies to achieve significant improvements in resourcing, profitability, strategic decision-making, and, most importantly, patient outcomes

USE CASE SCENARIOS

Example #3: Music

Problems
- Cope with significant growth in digital streaming services
- Match downloads with the right artists
- Ensure accurate and efficient royalties distribution
- Control IT costs

Approach
- Identify an architecture to move from rigid monolithic applications to flexible microservices
- Identify distributed computing architectures to allow for massive scale
- Identify needed trade-off between accuracy and speed

Benefits
- Implementable data strategies to minimise waste while improving matching accuracy and speed

USE CASE SCENARIOS

Example #4: Telecommunications

Problems

- Massive "untapped" data from different elements within the networks
- Massive "untapped" data collected by devices within customers' premises
- Linking data from enterprise systems (CRM, Accounting, Financials, OSS, BSS, etc.) to networks and devices data

Approach

- Use network data to proactively identify and address network failures
- Use device data to identify and remedy service degradation

Benefits

- An architecture to replace "siloed" data sources with an integrated "single source of truth" for processing and managing data to pre-empt situations that can lead to, for example, customer churn

FAQ: FREQUENTLY ASKED QUESTIONS

What is a data strategy?
A data strategy is a long-term plan that defines the technology, processes, people, and rules required to manage an organisation's information assets. All types of organisations collect large amount of raw data today. But you need a well-thought-out data management and analysis plan if you want to use this information to make informed decisions.

A data strategy defines an organisation's long-term vision for collecting, storing, sharing, and usage of its data. (SOURCE: AWS)

Why is a data strategy important?
A data strategy gives you a competitive advantage because it aligns data management with your business strategy. It also allows you to:

• Improve data architecture decisions
• Manage data proactively and consistently

Building a data strategy is essential for you to stay relevant, competitive, and innovative in a business environment that's constantly changing. (SOURCE: AWS)

Why is an implementation component critical?
A data strategy is of no value unless implementation is feasible. A solid data strategy needs to be anchored in reality, with the ability to impact how data is captured, processed, and productised to generate valuable insight.

Without a realistic implementation roadmap, a data strategy cannot put tangible changes into action.

FAQ: FREQUENTLY ASKED QUESTIONS

What is data capture?
Data capture is the ability to continuously capture data, transform it into a standard format, and load it to make the data available for assessment.

What is data insight?
Data insight is the process of analysing raw data and identifying underlying trends that are meaningful to an organisation. At the heart of the process is the development of machine-learning algorithms into portable applications.

What is data productisation?
Data productisation refers to the ability to standardise the data-capture platform and data processing applications to allow for continuous processing and scalability. It must allow for:

- Future growth of the platform and applications
- Integration with legacy systems
- Flexibility to support new use cases
- Real-time capability expansion
- Secure deployment

How much does Klarrio's Data Strategy Discovery (DSD) cost?
Klarrio offers the Data Strategy Discovery (DSD) service for a flat fee of AU$49,500. The price covers all deliverables outlined in this document including the data strategy blueprint and implementation roadmap.

CONTACT US

Klarrio APAC is the Asia Pacific arm of Klarrio, a systems integration, consulting and software development firm that offers a broad range of data engineering, data science, cloud-native, and open-source capabilities for digital transformation.

Based in Antwerp, Belgium, Klarrio is known for its strength in building cloud-agnostic solutions that seamlessly process huge volumes of data. We're also known for our ability to deliver valuable results, along with our willingness to tell you the truth from the very beginning.

Our goal is to help you take full advantage of the countless bene-fits streaming data and digital transformation can offer over tradi-tional IT architectures.

For more information on our Data Strategy Discovery program, please contact:

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